



November 8, 2023

## REQUEST FOR QUOTATION

The Philippine Department of Tourism - London is inviting qualified companies/suppliers for digital marketing services in Italy for November to December 2023, in connection with the PDOT London's Digital Marketing Project for the Italian market.

Attached for your guidance is the detailed Terms of Reference.

Please submit your proposal and required supporting documents on or before November 16, 2023 to [proposals@pdotlondon.co.uk](mailto:proposals@pdotlondon.co.uk), [info@pdotlondon.co.uk](mailto:info@pdotlondon.co.uk) or [jing@pdotlondon.co.uk](mailto:jing@pdotlondon.co.uk).

Thank you and we look forward to receiving your proposals.

Sincerely yours,

*Gerard Panga*

**GERARD O PANGA**

Tourism Attaché

Philippine Department of Tourism - London



## TERMS OF REFERENCE

Project Title : Digital Marketing Project for Italy  
Job Specification : Digital company that will provide strong digital presence for PH  
Duration : November - December 2023

### I. BACKGROUND:

As part of the PDOT London's continued efforts to intensify promotional and marketing efforts in the Spanish market to position the Philippines as a top holiday destination in Asia for Italian tourists, we propose to stage a Digital Marketing Project for the Italian Market. This project will provide a platform for the Philippines to be visible and at the same time accessible to the Spanish travelers online. While all its neighbors and competitors in the region has established strong digital presence, the Philippines can very well stay on the game by sharing the stage and creating its own digital following in the Italian market through a Digital Marketing Project.

### II. PURPOSE / OBJECTIVES

The Department of Tourism (PDOT) needs the services of a digital company that can provide a customized digital marketing package for the country's tourism offerings. It is aimed to achieve the following;

- To sustain/ the Philippines' presence in the digital platform through continued features/ e-newsletters that provide updates about the Philippines;
- To provide an online platform for the Spanish travelers to access information about the Philippines anytime that they need travel-related information;
- To create a customized digital platform that will feature the various tourist destinations of the Philippines including specialized tourism products such as diving food, etc.;

### III. CAPABILITY REQUIREMENTS

- Must be an Italy-based/ registered company
- Must be capable of providing the requirements of PDOT London
- Must be willing to provide the services on a send-bill arrangement

### IV. DELIVERABLES/ REQUIRED SERVICES

Creation of the "Dossier Travel Philippines" that has the following features:

1. Microsite that contains photos, videos, text and articles on the Philippines as a travel destination.
2. Advertorials
4. Newsletters
5. Social media posts
5. Leaderboard

## **V. CONTRACT DURATION**

The above service contract duration is from last week of November to December 2023, or upon the issuance of the Notice to Proceed (NTP).

## **VI. BUDGET**

The budget allocation for the above project is Nine Thousand Euros (Euros9,000) inclusive of all applicable taxes.

Payment shall be processed upon the submission of the invoice and the report.

The winning quotation/ proposal will be based on the lowest proposed bid price and compliance to the required specifications of the requested product/s.

Prepared by:



**GERARD O. PANGA**

Tourism Attaché

Philippine Department of Tourism-London